

Headline: **Designed for Business**  
Publication: International Business Review  
Date of Publication: June 2016, Volume 113  
Section heading: Reviews & Opinion  
Page number: 62-63  
Byline / Author: -  
Outlet featured: GTower Hotel, Elements Wellness, Elements Gym, Bridge Bar, The Club\_SVSB

---

**International  
Business Review**

---



*The reception area of the business traveller-focused GTower Hotel, which showcases furniture made from driftwood and highlights the relaxing ambience of the hotel with an emphasis on sustainability.*

## Designed for Business

GTower Hotel's One-stop  
Destination for Corporate Travellers

Even as technology increasingly connects people and corporate organisations across the world, face to face meetings remain a crucial part of conducting business transactions. It is no wonder then that the Global Business Travel Association's annual report that tracks spending in 75 countries across 48 industries indicated that business travel generated about US\$1.25tr (RM5.16tr) in 2015, and is projected to grow 6.9% and 6.0% this year and next respectively. In Malaysia, GTower Hotel Kuala Lumpur is strategically positioned to take advantage of and enhance the business travel industry in the country. **Join the discussion on this topic at [internationalbusinessreview.net](http://internationalbusinessreview.net)**

The 180-room boutique hotel—located proximate to a light rail transit (LRT) in Kuala Lumpur's business district intersection—was specifically designed for business travellers, with a wide range of class-leading offerings that ensure convenience and comfort before, during and after corporate transactions. From the essentials including WiFi hotspots across the hotel and IP telephone services, to the exclusives, such as ritzy hangout

The Club, and the Bridge Bar suspended 28 floors high between two towers, with state-of-the-art glass flooring and unparalleled views of the Kuala Lumpur city skyline.

### **Cosy Comfort**

The attention to every detail is evident in every inch of the GTower Hotel. The hotel, which is Malaysia's first green-rated building and also has a Gold Award in Singapore's

Building and Construction Authority (BCA) Green Mark sustainability scheme, with strong environment-friendly features. These include furnishing made from driftwood, to walls created from repurposed decking frames.

The rooms—available in Executive, Premier, Premier Deluxe and Premier Suite—are designed to meet the needs of the modern corporate and business traveller with plush king or

**Headline:** **Designed for Business**  
**Publication:** International Business Review  
**Date of Publication:** June 2016, Volume 113  
**Section heading:** Reviews & Opinion  
**Page number:** 62-63  
**Byline / Author:** -  
**Outlet featured:** GTower Hotel, Elements Wellness, Elements Gym, Bridge Bar, The Club\_SVSB

## Reviews & Opinions

twin beds and walk-in wardrobes. The Executive rooms feature comfortable work desks strategically placed near a high-speed Internet multi-connection panel. Additional features in the other rooms include views of Kuala Lumpur's main business district and the embassy row, personal coffee machines, organic and luxury range of toiletries, and a relaxing oval bathtub in the Premier Suites, with some of the Premier Suites and Premier Deluxe rooms offering private patios overlooking the swimming pool.

### Entering the Exclusive

Hotel guests can access the regal 12,000 sq ft The Club, with dining and business facilities including computer workstations, photocopying, printing, 24/7 call centre services, virtual office facilities, and long-term office leasing. One of the highlights of The Club is the specially commissioned photographs that adorn the walls of memorable moments in Malaysian history with a contemporary image of the photographer inserted for striking effect and good humour.

GTower Hotel offers 13 different function spaces dedicated to ensuring the success of every event, from private and exclusive parties to international conferences, seminars or board meetings, with a full range of audio visual equipment, such as 42-inch LCD television, laser pointers, motorised projector screen and an 8-channel audio power mixer. Other systems include facilities for web conferencing, in-room broadcast, and handheld and tie-clip wireless microphones.

### Health is Gold

Going the extra mile to ensure that corporate and business executives and travellers enjoy the complete Malaysian culinary experience, GTower Hotel provides a varied



*Get work done anytime at the comfortable and strategically placed desks in the plush bedrooms, with easy access to wired or wireless high-speed Internet network.*



*GTower Hotel's selection of restaurants offer a delectable and mouth-watering choice of local and international dishes, such as The Club Nasi Goreng.*



*Whether it's the 'power breakfast', lunch, dinner or a private meeting, The Club at GTower Hotels provides a comfortable and inviting environment to allow discussions flow easily.*

menu with unique twists to local cuisine, such as *The Club Nasi Goreng*, as well as Western dishes. Guests are also offered a full-spread 'Power Breakfast' every morning with an almost endless choice of food that caters to every taste bud.

For those who like to take the healthy route to ensuring work-life balance, the hotel features the well-stocked, boutique Elements Gym and wellness centre that offers a wide spectrum of personal training courses and one-on-one private studios, as well as the Sompton SPA to boost relaxation after a long day. The Elements Wellness Centre is the first in Malaysia to offer Functional Medicine, a proactive, predictive and personalised style of medicine that incorporates the latest knowledge various sciences such as genetics, neurobiology and nutrition.



*One of the 13 function rooms (including three in The Club and five on the Mezzanine Floor) at GTower Hotel where business travellers and guest can host their private parties, events and corporate meetings.*

As the country moves to boost tourism and global receipts from global travel increases, GTower Kuala Lumpur is positioned to be a preferred destination for discerning business travellers. In addition, the hotel's focus on environmental-friendliness is in line with the national and global goal of reducing carbon emissions, even while the hotel's focus remains primarily on offering a feature-filled unmatched experience for its guests. **IBR**